

**IN THE CLAIMS**

Claims 1-15. (Cancelled)

16. (Currently amended) A method for conducting a transaction using a cashier-side unit and a customer-response unit, the customer-response unit including a communications link, the method comprising:

receiving, via the communications link of the customer-response unit, content for presentation at the customer-response unit during the transaction;  
communicating a monetary amount of the transaction from the cashier-side unit to the customer-response unit; and  
receiving customer input at the customer-response unit; and  
transmitting the customer input and the monetary amount to a remote service provider for authorization.

~~16~~17. (Currently amended) A method according to claim 16, further comprising:  
entering the monetary amount of the transaction into the cashier-side unit.

~~17~~18. (Currently amended) A method according to claim 16, further comprising:  
receiving authorization from the remote service provider for the transaction.

~~18~~19. (Currently amended) A method according to claim 16, further comprising:  
generating a record of the transaction and transmitting the record to an electronic receipts service.

~~19~~20. (Currently amended) A method according to claim 16, wherein the content for presentation comprises an advertisement, coupon or award.

~~20~~21. (Currently amended) A method according to claim 16, wherein the customer input

comprises an electronic signature.

~~21~~22. (Currently amended) A method according to claim 16, wherein the customer input comprises a personal identification number (PIN).

~~22~~23. (Currently amended) A method according to claim 16, wherein the customer input comprises a biometric data.

~~23~~24. (Currently amended) A method according to claim 16, further comprising:  
presenting the content at the customer response unit.

~~24~~25. (Currently amended) A method according to claim 16, wherein the cashier-side unit does no receive the content for presentation at the customer response unit.

~~25~~26. (Currently amended) A system for conducting a transaction, comprising:

a cashier-side unit comprising:

a cashier interface for entering a monetary amount of the transaction; and  
an authentication interface for transmitting information to an authentication

server; and

a customer-response unit coupled to the cashier-side unit, the customer-response unit comprising:

an interface to a content-provider for receiving content for presentation; and  
a customer interface for receiving customer input; and

an electronics receipts service for storing a record of the transaction.

~~26~~27. (Cancelled)

~~27~~28. (Currently amended) A system according to claim ~~25~~ 26, wherein the content for presentation comprises an advertisement, coupon, or award.

2829. (Currently amended) A system according to claim 25 26, wherein the customer input comprises a signature.

2930. (Currently amended) A system according to claim 25 26, wherein the customer input comprises a personal identification number (PIN).

3031. (Currently amended) A system according to claim 25 26, wherein the customer input comprises a biometric data.

3132. (Currently amended) A computer program product for conducting a transaction using a cashier-side unit and a customer-response unit, the customer-response unit including a communications link, the computer program product comprising a computer readable medium encoded with a program module, the program module including instructions for:

- receiving, via the communications link of the customer-response unit, content for presentation at the customer-response unit during the transaction;
- receiving a monetary amount of the transaction from the cashier-side unit;
- receiving customer input at the customer-response unit; and
- transmitting the customer input and the monetary amount to a remote service provider for authorization.